

BLOCKBUSTER'S FINAL INVALIDITY CONTENTIONS

APRIL 11, 2007
U.S. PATENT NO. 7,024,381 B1

EXHIBIT B

IDENTIFICATION OF PRIOR ART
Prior Art Publications

	Author	Title/Description	Publication	Publisher	Date	Short Name	Bates Numbers
1.	Wanger, <i>et al.</i>	Automated Circulation System in Libraries Serving the Blind and Physically Handicapped: A Reference Guide for Planning		Cuadra Associates	05/15/1981	<i>Reference Guide</i>	BB00008174 – 8465
2.	Anguilla	Southern Retailer Says 'Video Library' Makes Bookkeeping A Breeze	Video Retailing		July 1982	<i>Multi-Video Article</i>	BB00012975
3.		Regional Reports: Central Region	Video Store		Jan. 1985	<i>Pop*Card Article No. 1</i>	BB00012976
4.		Pop*Card Franchise Purchased	The Oklahoman	The Oklahoman	07/22/1984	<i>Pop*Card Article No. 2</i>	BB00013058

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	Author	Title/Description	Publication	Publisher	Date	Short Name	Bates Numbers
5.		Finally, the No-Limit Video Tape Library!	The Oklahoman	The Oklahoman	04/02/1982	<i>Pop*Card Ad No. 1</i>	BB00013052
6.		Get the Best Seat in the House	The Oklahoman	The Oklahoman	12/24/1984	<i>Pop*Card Ad No. 2</i>	BB00013053
7.		Hurry! Free! Footloose Raiders of the Lost Ark Disney Gold Your Choice When You Join Pop*Card! The No-Limit Videotape Library for 90 Days!	The Oklahoman	The Oklahoman	11/07/1984	<i>Pop*Card Ad No. 3</i>	BB00013054
8.		Free! Cabbage Patch Doll	The Oklahoman	The Oklahoman	05/25/1985	<i>Pop*Card Ad No. 4</i>	BB00013056
9.		Free! Raiders of the Lost Ark! When You Join Pop*Card The No-Limit Videotape Library!	The Oklahoman	The Oklahoman	12/09/1983	<i>Pop*Card Ad No. 5</i>	BB00013057
10.		Belly? Then You Need Pop*Card The No-Limit Videotape Library	The Oklahoman	The Oklahoman	05/20/1984	<i>Pop*Card Ad No. 6</i>	BB00013059
11.		It-Had-To-Happen Department: Newest Ways to Rent Videos	Changing Times (pre-1986), p. 9, October 1985	Kiplinger	Oct. 1985	<i>Video Hit Article</i>	BB00004581

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12.	Dreyfuss	French Twist	Fortune	Time Inc.	05/13/1985	<i>Cine Club Article No. 1</i>	BB00012207, 13025-13027
13.		It-Had-To-Happen Department: Newest Ways to Rent Videos	Changing Times (pre-1986), p. 9, October 1985	Kiplinger	Oct. 1985	<i>Cine Club Article No. 2</i>	BB00004581
14.			PR Newswire	PR Newswire Association	09/10/1985	<i>Cine Club Article No. 3</i>	BB00013047 - 13048
15.		Pssst! Hey, You! Wanna Buy 'Terminator' Cheap?	Daily News		1985	<i>Cine Club Article No. 4</i>	BB00013028
16.		The Cine Club Viewer	Newsletter	Cine Club	July 1985	<i>Cine Club Newsletter</i>	BB00013032 – 13033
17.		Fast Track	New York		10/07/1985	<i>Cine Club Article No. 5</i>	BB00013029
18.		Exclusive in New York	Daily News		10/31/1985	<i>Cine Club Ad No. 1</i>	BB00013031
19.	Morabito		Letter with flyer	Cine Club	11/25/1985	<i>Cine Club Flyer</i>	BB00013034 – 13035
20.		Exclusive in New York	Daily News		12/23/1985	<i>Cine Club Ad No. 2</i>	BB00013030

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21.	Rodriguez	Functional Requirements	Access Self-Study, Vol. 7	Texas State Library Division for the Blind & Physically Handicapped	12/15/1987	<i>Functional Requirements</i>	BB00008466 – 8479
22.		Have You Heard The Best Idea for Maintaining Your Competitive Edge?	Brochure	Tape Rental Library Inc.	1997?	<i>AudioQueue Brochure</i>	BB00012226 – 12241
23.		Audio Cassettes	1988 Catalog	Tape Rental Library Inc.	1988	<i>AudioQueue Catalog No. 1</i>	BB00012242 – 12310
24.		Audio Cassettes	1997 Catalog	Tape Rental Library Inc.	1997	<i>AudioQueue Catalog No. 2</i>	BB00012311 – 12363
25.		Audio Cassettes	1995 Catalog	Tape Rental Library Inc.	1995	<i>AudioQueue Catalog No. 3</i>	BB00012364 – 12426
26.		Audio Cassettes	1998 Catalog	Tape Rental Library Inc.	1998	<i>AudioQueue Catalog No. 4</i>	BB00012427 – 12481
27.	Hattery <i>et al.</i>	Maxcess Makes It Easy: A Midrange Library System	Information Retrieval & Library Automation	Lomond Publications, Inc.	April 1993	<i>Maxcess</i>	BB00003020 - 3024

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	Author	Title/Description	Publication	Publisher	Date	Short Name	Bates Numbers
28.		Welcome to the Web! Avis Rent-A-Car	Internet for Business, Issue 1, p. 6	Financial Times, Telecoms & Media Publishing	May/June 1996	<i>Avis Article</i>	BB00003183 – 3184
29.		Avis Rent-A-Car web pages	avis.com archive.org	Avis	1996	<i>Avis 1996 Web Pages</i>	BB00011978 – 11986; BB00011989 – 11990
30.		Avis Rent-A-Car web pages	avis.com archive.org	Avis	1997	<i>Avis 1997 Web Pages</i>	BB00011937 – 11977; BB00011987 – 11988; BB00011991 – 12053
31.		Avis Rent-A-Car web pages	avis.com archive.org	Avis	1998	<i>Avis 1998 Web Pages</i>	BB00011927
32.		Avis Rent-A-Car web pages	avis.com archive.org	Avis	1999	<i>Avis 1999 Web Pages</i> ¹	BB00011928 – 11930; BB00011933 – 11936; BB000112054
33.		Books On Tape On-line Order Form	booksontape.com archive.org	Books On Tape	02/14/1997	<i>Books On Tape Web Pages No. 1</i>	BB00012211 – 12213

¹ Avis "Article" and "1996-1999 Web Pages" are hereinafter referred to collectively as "Avis publications."

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34.		More About B-O-T & Frequently Asked Questions	booksontape.com archive.org		05/08/1999	<i>Books On Tape Web Pages No. 2</i>	BB00013037 – 13046; BB00012214
35.		Sirsi Corporation	Library Technology Reports: Vendors of Integrated Library Systems, p. 239	American Library Association	March-April 1997	<i>Sirsi</i>	BB00003056
36.	Kuehner	Serving Book Listeners Audio-Only Bookstore to Open in Solon	The Plain Dealer, p. 1B	The Plain Dealer, Cleveland, Ohio	11/11/1998	<i>Talking Book World Article</i>	BB00004576 – 4577
37.	Magerman	User Manual	Video Vendor	Multipost Retail Systems	No later than 1995	<i>Video Vendor User Manual</i>	BB00012223 – 12225
38.		Now Offering 30 Day Free Trial	bizlibrary.com archive.org	Business Training Library	No later than April 1998	<i>Business Training Library Web Pages Set 1</i>	BB00013049 – 13051
39.		Advertisement	Oberlin News Tribune	Oberlin News Tribune	12/01/1998	<i>Campus Video Article</i>	BB00013036
40.		Auto Librarian	Library Technology Reports: Library System Software, p. 234	American Library Association	March-April 1999	<i>Auto Librarian</i>	BB00003025 – 3038

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	Author	Title/Description	Publication	Publisher	Date	Short Name	Bates Numbers
41.		Annual Report 1998	Annual Report 1998	TiVo Inc.	03/31/1999	<i>TiVo Report</i>	BB00012065 – 12163
42.	Snoddy	Coming soon: video recorder that picks the programmes	The Times (London)	Times Newspapers Ltd.	04.28.1999	<i>TiVo Article No. 1</i>	BB00012164- BB0012165
43.		BRIEFLY...	USA Today	Gannett Company, Inc.	04.28.1999	<i>TiVo Article No. 2</i>	BB00012166
44.		DIRECTV Inc. Announces Equity Investment in TiVo Inc.; DIRECTV, TiVo Partner to Market Personal Television Service	Business Wire	Business Wire, Inc.	04.27.1999	<i>TiVo Article No. 3</i>	BB00012167- BB00012168
45.	Kuchinskas	IQ News: Analysis – Six Degrees of Television	ADWEEK	A/S/M/ Communications, Inc.	04.26.1999	<i>TiVo Article No. 4</i>	BB00012169- BB00012170
46.		TiVo Selects Atmel's Smart Card Crypto Controller for Authentication and Security; AT90SC3232C Offers Highest Security	Business Wire	Business Wire, Inc.	04.26.1999	<i>TiVo Article No. 5</i>	BB00012171- BB00012172

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	Author	Title/Description	Publication	Publisher	Date	Short Name	Bates Numbers
47.		REPLAY NETWORKS DEALS	Consumer Electronics	Warren Publishing, Inc.	04.26.1999	<i>TiVo Article No. 6</i>	BB00012173-BB00012174
48.	Shaffer	Why Digital Devices Will Proliferate; FORGET THE FREE PC	Fortune	Time Inc.	04.26.1999	<i>TiVo Article No. 7</i>	BB00012175-BB00012176
49.		INTERACTIVE VIDEO THE NEXT BATTLEGROUND	INSIDE MULTIMEDIA	Phillips Business Information, Inc.	04.26.1999	<i>TiVo Article No. 8</i>	BB00012177-BB00012178
50.	Ojeda-Zapata	DIGITAL DEVICES FUN, BUT PRICES SCARY	Saint Paul Pioneer Press (Minnesota)	Sat Paul Pioneer Press	04.26.1999	<i>TiVo Article No. 9</i>	BB00012179-BB00012180
51.		INTERACTIVE SERVICES DEBATED	Television Digest	Warren Publishing, Inc.	04.26.1999	<i>TiVo Article No. 10</i>	BB00012181-BB00012182
52.	(In VIDEO NOTES)		Video Week	Warren Publishing, Inc.	04.26.1999	<i>TiVo Article No. 11</i>	BB00012183
53.	Stern and Graser	Techies whip up biz at conflicted confab	Daily Variety	Reed Elsevier Inc.	04.26.1999	<i>TiVo Article No. 12</i>	BB00012184-BB00012185

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	Author	Title/Description	Publication	Publisher	Date	Short Name	Bates Numbers
54.	Walker	Getting Personal With Television; New Digital VCRs Tailor Program Selection to Viewers' Tastes – and Time	The Washington Post	The Washington Post	04.24.1999	<i>TiVo Article No. 13</i>	BB00012186-BB00012188
55.	Lewis	STATE OF THE ART; Making Television Searchable	The New York Times	The New York Times Company	04.22.1999	<i>TiVo Article No. 14</i>	BB00012189-BB00012191
56.	Graser	ORACLE SEES VID ON DEMAND IN TV'S FUTURE	Daily Variety	Reed Elsevier Inc.	04.21.1999	<i>TiVo Article No. 15</i>	BB00012192-BB00012193
57.	Graser	Dishing up DishPlayer	Daily Variety	Reed Elsevier Inc.	04.20.1999	<i>TiVo Article No. 16</i>	BB00012194
58.	Alexander	Tailor-made TV; The new "digital" VCRs are promising to remove the stress of finding something you enjoy watching on TV.	Star Tribune (Minneapolis, MN)	Star Tribune	04.20.1999	<i>TiVo Article No. 17</i>	BB00012195-BB00012197

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59.	Haley	TAMING TV NEW HARD-DISK RECORDERS LET VIEWERS PAUSE LIVE TELECASTS AND TAPE SHOWS BY CATEGORY BRINGING TV UNDER CONTROL	San Jose Mercury News (California)	San Jose Mercury News	04.18.1999	<i>TiVo Article No. 18</i>	BB00012198-BB00012201
60.	Lewis	STATE OF THE ART; Making Television Searchable	The New York Times	The New York Times Company	04.22.1999	<i>TiVo Article No. 19</i>	BB00012202-BB00012204
61.		[?]	Business Wire	Business Wire, Inc.	04.27.1999	<i>TiVo Article No. 20</i>	BB00012205
62.		TiVo Selects Atmel's Smart Cad Crypto Controller for Authentication and Security; AT90SC3232C Offers Highest Security	Business Wire	Business Wire, Inc.	04.26.1999	<i>TiVo Article No. 21</i>	BB00012205
63.		[?]	The Washington Post	The Washington Post	04.24.1999	<i>TiVo Article No. 22²</i>	BB00012206

² *TiVo "Report"* and "*Articles Nos. 1-22*" are hereinafter referred to collectively as "*TiVo publications*."

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	Author	Title/Description	Publication	Publisher	Date	Short Name	Bates Numbers
64.		Netflix.com Featured DVDs for Saturday, January 16, 1999	netflix.com archive.org	Netflix, Inc.	01/16/1999	<i>Netflix Web Pages No. 1</i>	BB00013060 – 13063
65.		Netflix.com Featured DVDs for Saturday, January 17, 1999	netflix.com archive.org	Netflix, Inc.	01/17/1999	<i>Netflix Web Pages No. 2</i>	BB00013064 – 13067
66.		www.netflix.htm Now with Over 3,200 DVDs to rent Tuesday, April 27, 1999	netflix.com archive.org	Netflix, Inc.	04/27/1999	<i>Netflix Web Pages No. 3</i>	BB00013068 – 13070
67.		DVD Movie Rentals Come Online	Newsweek Business Information	Newsweek	04/15/1998	<i>Netflix Article No. 1</i>	BB00008580 – 8581
68.		First Online DVD Rental Store Opens: Netflix Site Offers Unprecedented Title Selection, Availability and Convenience	Business Wire		04/14/1998	<i>Netflix Article No. 2</i> ³	BB00008582 – 8584

³ Netflix “Web Pages Nos.1-3” and “Articles Nos.1-2” are hereinafter referred to collectively as “*Netflix publications*.”

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	Author	Title/Description	Publication	Publisher	Date	Short Name	Bates Numbers
69.		Training Courses and Marketing Programs Exclusively For the Financial Industry		BVS Performance Systems		<i>BVS document No. 1</i>	Defendant's Exhibit 15 to Roy Karon Deposition
70.		Training Courses and Marketing Programs Exclusively For the Financial Industry		BVS Performance Systems		<i>BVS document No. 2</i>	Defendant's Exhibit 16 to Roy Karon Deposition
71.		BVS Performance Systems		BVS Performance Systems		<i>BVS document No. 3</i>	Defendant's Exhibit 17 to Roy Karon Deposition
72.		Training Service Agreement (blank)		BVS Performance Systems		<i>BVS document No. 4</i>	Defendant's Exhibit 18 to Roy Karon Deposition
73.		Money Back Training Service Agreement		BVS Performance Systems		<i>BVS document No. 5</i>	Defendant's Exhibit 19 to Roy Karon Deposition
74.		Library Service Course/Program Order Form		BVS Performance Systems		<i>BVS document No. 6</i>	Defendant's Exhibit 20 to Karon Deposition

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	Author	Title/Description	Publication	Publisher	Date	Short Name	Bates Numbers
75.		Subscription Agreement		BVS Performance Systems		<i>BVS document No. 7</i>	Defendant's Exhibit 21 to Roy Karon Deposition
76.		Training Service Agreement (dated March 22, 1993)		BVS Performance Systems		<i>BVS document No. 8⁴</i>	Defendant's Exhibit 22 to Roy Karon Deposition
77.		Cornerstone Networks Application for Business Internet Service				<i>AudioQueue document No. 1</i>	Defendant's Exhibit 23 to Mark Ramm Deposition
78.		Tape Rental Library's business records re: Gary Vardon		Tape Rental Library		<i>AudioQueue document No. 2</i>	Defendant's Exhibit 24 to Mark Ramm Deposition
79.		Audio Cassettes		Tape Rental Library	1987	<i>AudioQueue document No. 3</i>	Defendant's Exhibit 25 to Mark Ramm Deposition

⁴ "BVS Documents Nos.1-8" are hereinafter referred to collectively as "BVS publications."

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	Author	Title/Description	Publication	Publisher	Date	Short Name	Bates Numbers
80.		Audio Cassettes		Tape Rental Library	1988	<i>AudioQueue document No. 4</i>	Defendant's Exhibit 26 to Mark Ramm Deposition
81.		Audio Cassettes		Tape Rental Library	1997	<i>AudioQueue document No. 5</i>	Defendant's Exhibit 27 to Mark Ramm Deposition
82.		Audio Cassettes		Tape Rental Library	1995	<i>AudioQueue document No. 6</i>	Defendant's Exhibit 28 to Mark Ramm Deposition
83.		Audio Cassettes		Tape Rental Library	1998	<i>AudioQueue document No. 7</i>	Defendant's Exhibit 29 to Mark Ramm Deposition
84.		Tape Rental Library's business records re: Joe Bilello		Tape Rental Library		<i>AudioQueue document No. 8</i>	Defendant's Exhibit 30 to Mark Ramm Deposition
85.		Audio Cassettes		Tape Rental Library	1995	<i>AudioQueue document No. 9</i>	Defendant's Exhibit 31 to Mark Ramm Deposition

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	Author	Title/Description	Publication	Publisher	Date	Short Name	Bates Numbers
86.		Have You Heard the Best Idea For Maintaining Your Competitive Edge?		Tape Rental Library		<i>AudioQueue document No. 10</i>	Defendant's Exhibit 32 to Mark Ramm Deposition
87.		Have You Heard the Best Idea For Maintaining Your Competitive Edge?		Tape Rental Library		<i>AudioQueue document No. 11</i>	Defendant's Exhibit 33 to Mark Ramm Deposition
88.		Tape Rental Library's business records re: Joe Bilello		Tape Rental Library		<i>AudioQueue document No. 12</i>	Defendant's Exhibit 34 to Mark Ramm Deposition
89.		Tape Rental Library Information Just For You...On Video Cassette		Tape Rental Library		<i>AudioQueue document No. 13</i>	Defendant's Exhibit 35 to Mark Ramm Deposition
90.		Learning Is Easy...with audio-cassettes		Tape Rental Library		<i>AudioQueue document No. 14</i>	Defendant's Exhibit 36 to Mark Ramm Deposition
91.		Tape Rental Library's business records re: Category 4 Design		Tape Rental Library		<i>AudioQueue document No. 15</i>	Defendant's Exhibit 37 to Mark Ramm Deposition

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92.		Tape Rental Library's business records re: web site		Tape Rental Library		<i>AudioQueue document No. 16</i>	Defendant's Exhibit 38 to Mark Ramm Deposition
93.		Tape Rental Library's business records re: Patricia Boyd		Tape Rental Library		<i>AudioQueue document No. 17</i>	Defendant's Exhibit 39 to Mark Ramm Deposition
94.		Tape Rental Library's business records re: Virginia L. Pearsall		Tape Rental Library		<i>AudioQueue document No. 18</i>	Defendant's Exhibit 40 to Mark Ramm Deposition
95.		Tape Rental Library's business records re: James Kleiber		Tape Rental Library		<i>AudioQueue document No. 19</i>	Defendant's Exhibit 41 to Mark Ramm Deposition
96.		AudioQueue: The Best Place for Audio Book Rentals		Tape Rental Library		<i>AudioQueue document No. 20⁵</i>	Defendant's Exhibit 42 to Mark Ramm Deposition

⁵ *AudioQueue "Brochure", "Catalogs Nos.. 1-4" and "documents Nos. 1-20"* are hereinafter referred to collectively as "*AudioQueue publications*."

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97.		Book On Tape On-line Order Form		Books On Tape	1997	<i>Books On Tape document No. 1</i>	Defendant's Exhibit 43 to Steven Kerrick Deposition
98.		Book On Tape On-archived pages from 1999		Books On Tape	1999	<i>Books On Tape document No. 2</i>	Defendant's Exhibit 44 to Steven Kerrick Deposition
99.		Book On Tape Help Desk		Books On Tape		<i>Books On Tape document No. 3</i>	Defendant's Exhibit 45 to Steven Kerrick Deposition
100.		Book On Tape home page		Books On Tape		<i>Books On Tape document No. 4</i>	Defendant's Exhibit 46 to Steven Kerrick Deposition
101.		More About B-O-T & Frequently Asked Questions		Books On Tape	1999	<i>Books On Tape document No. 5</i>	Defendant's Exhibit 47 to Steven Kerrick Deposition
102.		Books On Tape computer source code – LE PCL.txt		Books On Tape	1998	<i>Books On Tape document No. 6</i>	Defendant's Exhibit 48 to Steven Kerrick Deposition

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103.		Books On Tape computer source code – ID 01.txt		Books On Tape	1997	<i>Books On Tape document No. 7</i>	Defendant's Exhibit 49 to Steven Kerrick Deposition
104.		Books On Tape computer source code – ID POST.txt		Books On Tape	1997	<i>Books On Tape document No. 8</i>	Defendant's Exhibit 50 to Steven Kerrick Deposition
105.		Books On Tape computer source code – DD 47.txt		Books On Tape	1998	<i>Books On Tape document No. 9</i>	Defendant's Exhibit 51 to Steven Kerrick Deposition
106.		Books On Tape computer source code – ID OKSAVE.txt		Books On Tape	1998	<i>Books On Tape document No. 10</i>	Defendant's Exhibit 52 to Steven Kerrick Deposition
107.		Books On Tape computer source code – ID USED.txt		Books On Tape	1998	<i>Books On Tape document No. 11</i>	Defendant's Exhibit 53 to Steven Kerrick Deposition
108.		Books On Tape computer source code – RC 01E.txt		Books On Tape	1998	<i>Books On Tape document No. 12</i>	Defendant's Exhibit 54 to Steven Kerrick Deposition

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109.		Books On Tape computer source code – ID CANCEL.txt		Books On Tape	1998	<i>Books On Tape document No. 13</i>	Defendant's Exhibit 55 to Steven Kerrick Deposition
110.		Books On Tape computer source code – SH 50.txt		Books On Tape	1998	<i>Books On Tape document No. 14</i>	Defendant's Exhibit 56 to Steven Kerrick Deposition
111.		Books On Tape computer source code – ID 07 OFF.txt		Books On Tape	1998	<i>Books On Tape document No. 15</i>	Defendant's Exhibit 57 to Steven Kerrick Deposition
112.		Books On Tape computer source code		Books On Tape		<i>Books On Tape source code⁶</i>	Flash drive produced at Steven Kerrick Deposition
113.		A business opportunity when YOU in the starring role!		Linda Verin	1984	<i>Pop*Card document No. 1</i>	Defendant's Exhibit 168 to Linda Verin Deposition

⁶ *Books On Tape "Web Pages Nos.1-2", "document Nos.1-15" and "source code" are hereinafter referred to collectively as "Books On Tape publications."*

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	Author	Title/Description	Publication	Publisher	Date	Short Name	Bates Numbers
114.		Pop*Card video tape – February TV Ads		Pop*Card	1983	<i>Pop*Card video No. 1</i>	Defendant's Exhibit 169 to Linda Verin Deposition
115.		Pop*Card video tape – Spots & Donuts		Pop*Card	1983	<i>Pop*Card video No. 2</i>	Defendant's Exhibit 170 to Linda Verin Deposition
116.		Pop*Card video tape – Franchise Sales and Sales Seminar		Pop*Card	1984	<i>Pop*Card video No. 3</i>	Defendant's Exhibit 171 to Linda Verin Deposition
117.		Regional Reports: Central Region	Video Store		Jan. 1985	<i>Pop*Card document No. 2</i>	Defendant's Exhibit 172 to Linda Verin Deposition
118.		Pop*Card Franchise Purchased	The Oklahoman	The Oklahoman	07/22/1984	<i>Pop*Card document No. 3</i>	Defendant's Exhibit 173 to Linda Verin Deposition
119.		Finally, the No-Limit Video Tape Library!	The Oklahoman	The Oklahoman	04/02/1982	<i>Pop*Card document No. 4</i>	Defendant's Exhibit 174 to Linda Verin Deposition

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	Author	Title/Description	Publication	Publisher	Date	Short Name	Bates Numbers
120.		Get the Best Seat in the House	The Oklahoman	The Oklahoman	12/24/1984	<i>Pop*Card document No. 5</i>	Defendant's Exhibit 175 to Linda Verin Deposition
121.		Hurry! Free! Footloose Raiders of the Lost Ark Disney Gold Your Choice When You Join Pop*Card! The No-Limit Videotape Library for 90 Days!	The Oklahoman	The Oklahoman	11/07/1984	<i>Pop*Card document No. 6</i>	Defendant's Exhibit 176 to Linda Verin Deposition
122.		Free! Cabbage Patch Doll	The Oklahoman	The Oklahoman	05/25/1985	<i>Pop*Card document No. 7</i>	Defendant's Exhibit 177 to Linda Verin Deposition
123.		Free! Raiders of the Lost Ark! When You Join Pop*Card The No-Limit Videotape Library!	The Oklahoman	The Oklahoman	12/09/1983	<i>Pop*Card document No. 8</i>	Defendant's Exhibit 178 to Linda Verin Deposition
124.		Belly? Then You Need Pop*Card The No-Limit Videotape Library	The Oklahoman	The Oklahoman	05/20/1984	<i>Pop*Card document No. 9⁷</i>	Defendant's Exhibit 179 to Linda Verin Deposition

⁷*Pop*Card "Articles Nos. 1-2", "Ads Nos. 1-6", "video Nos. 1-3" and "document Nos. 1-9" are hereinafter referred to collectively as "Pop*Card publications."*

BLOCKBUSTER'S FINAL INVALIDITY CONTENTIONS
(U.S. PATENT NO. 7,024,381 B1)

	Author	Title/Description	Publication	Publisher	Date	Short Name	Bates Numbers
125.		Summer Is Hot At BTL	News & Views	Business Training Library	Summer 1998	<i>Business Training Library News Letter</i> ⁸	BB01317414
126.		Membership Application Program Awards Gifts to Members-Sponsors	The Cine Club Viewer	Cine Club		<i>Cine Club document No. 1</i>	BB01317415
127.		An Open Letter		Cine Club		<i>Cine Club document No. 2</i>	BB01317416
128.		Fast Track				<i>Cine Club document No. 3</i>	BB01317417
129.		'Terminator' Cheap				<i>Cine Club document No. 4</i> ⁹	BB01317418

⁸*Business Training Library "Web pages Set 1" and "News Letter" are hereinafter referred to collectively as "Business Training Library web pages."*

⁹*Cine Club "Articles Nos.1-5", "Newsletter", "Flyer", "Ads.1-2" and "document Nos. 1-4" are hereinafter referred to collectively as "Cine Club publications."*